



AMRITA
VISHWA VIDYAPEETHAM



NATIONAL SERVICE SCHEME (NSS)

Anti-Drug Abuse Awareness Campaign

Date: 20/11/2025

Venue: Amriteshwari hall, Amrita Vishwa Vidyapeetham, Coimbatore

Subject: Prize Distribution Ceremony & Anti-Drug Awareness Movie Screening

A day after the Anti-Drug Abuse Awareness Marathon, the National Service Scheme (NSS) organized a prize distribution ceremony, and the screening of the film Chhichhore. The event aimed to build upon the previous day's awareness initiative by combining recognition, reflection, and visual learning.

The programme commenced with an invocation of prayer by **Aishwarya**, creating a calm and grounded start to the evening, followed by the soulful rendition of Vande Maataram, performed by **Saumya, Akshita, and Devananda**, which added a unifying patriotic spirit to the event.





The programme also included a brief yet meaningful awareness message by **Prathiksha from 2nd year, EEE**, who spoke about the growing issue of substance use among students. She highlighted the importance of making informed choices, understanding the long-term consequences of addiction, and supporting peers who may be vulnerable. Her message added a valuable student perspective to the overall theme of the event.



A dedicated awareness speech was given by **Somesh Bharathwaj**, who delivered a heartfelt Tamil message highlighting the emotional, psychological, and social consequences of substance abuse. His speech resonated strongly with the audience and reinforced the day's theme.



The first formal address was delivered by **Dr. D. Venkatraman, NSS Program Coordinator**, who reflected on the success of the previous day's marathon. He emphasized the importance of sustained awareness, responsible decision-making, and continued student involvement in NSS initiatives.



A powerful mime performance by **R Arun Kumar and team** followed, visually depicting the struggles associated with addiction and the significance of making strong, conscious choices. The silent performance conveyed an impactful narrative and evoked deep reflection among the audience.



Poster-Making Competitions

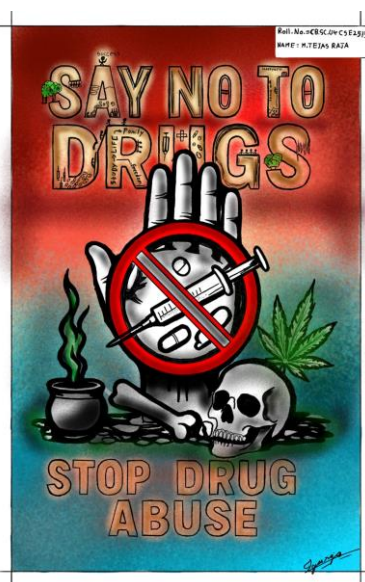
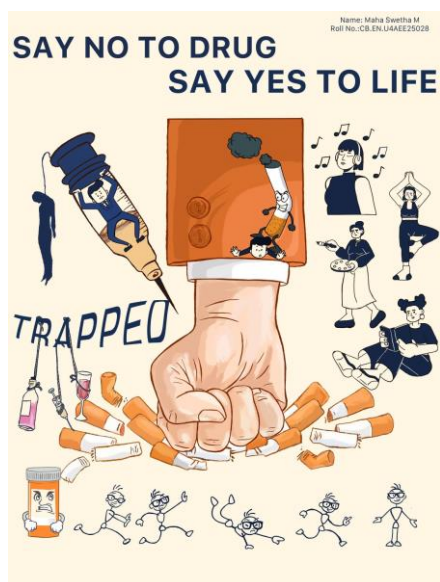
As part of the campaign, NSS organized **Digital Poster** and **Handmade Poster** competitions prior to the programme. Students from various departments participated enthusiastically, submitting creative and meaningful pieces highlighting the dangers of substance abuse and the importance of a healthy lifestyle.

The posters were judged based on creativity, message clarity, originality, visual impact, and relevance to the anti-drug theme. The competition served as an expressive medium for students to contribute to the cause while promoting peer-driven awareness.

The winners were announced during the event as part of the prize distribution ceremony.

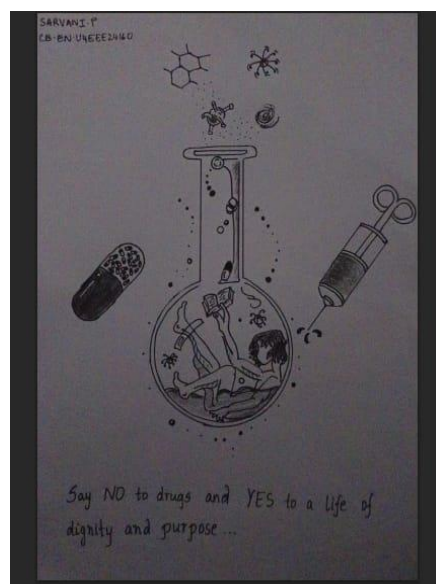
Junior Category – Digital Poster

1 st	Maha Swetha M
2 nd	M Tejas Raja
3 rd	Danvanth S



Senior Category – Handmade Poster

1 st	Harshitha Kothandam Sasikumar
2 nd	L Pharineethi
3 rd	Sarvani Pothukuchi



MARATHON WINNERS- Students Male

1 st	Pranav Krishna
2 nd	Kavin A K
3 rd	Unnikrishnan S

MARATHON WINNERS- Students Female

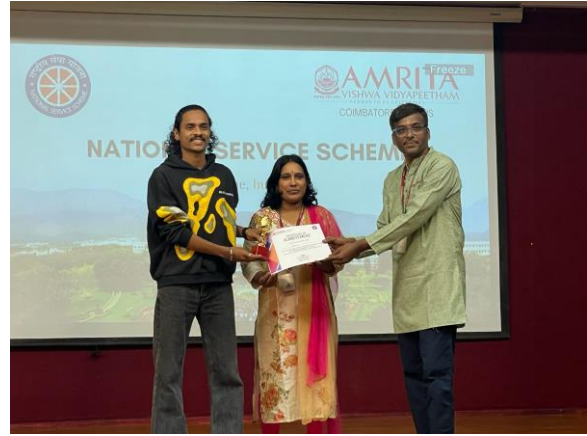
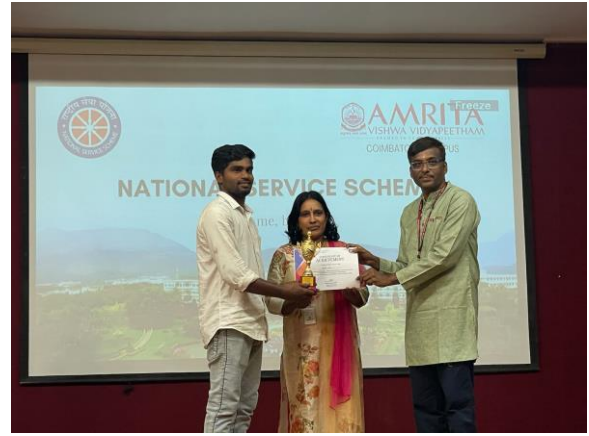
1 st	Preethi Kannan
2 nd	Harini S
3 rd	Tanushri Ravish

MARATHON WINNERS- Staff

1 st	Rajith Kumar
2 nd	Athul P
3 rd	Anand Kumar V

The programme then transitioned to honouring students and staff who excelled in the marathon and the digital poster competitions. **Dr. D. Venkatraman** and **Dr. P. Kavitha** presented the trophies and certificates to the winners of the marathon and digital poster making competition.





The final segment of the event was the screening of the movie *Chhichhore*, selected for its powerful and relatable themes of mental health, peer influence, emotional resilience, and the dangers of unhealthy coping mechanisms. The film encouraged reflection and promoted healthy emotional support systems among the student community.



The prize distribution ceremony and the screening of Chhichhore, held the day after the marathon, significantly strengthened the Anti-Drug Awareness initiative. With the wholehearted involvement of faculty, programme officers, NSS volunteers, and students, the event stood as a meaningful continuation of the awareness efforts.



It served as a collective reminder of the need to remain conscious, responsible, and supportive as a community, while reinforcing the role of NSS in fostering an informed, resilient, and compassionate student environment.